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NIELSEN CONVENIENCE DATABASE

Nielsen Convenience Database

- Overview
 - 400 Convenience Store Panel
 - Food Convenience
 - Gas Convenience
 - Mini Marts
 - Gas Stations
 - Movement, Promotional and Pricing Data
 - Initial Inventories-June 19, 1993
 - Updated weekly



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Nielsen Convenience Database (Cont'd.)

- Geographies
 - Standard Geos - Total Panel
 - Total U.S.
 - PM Regions
- Additional Geo Breaks
 - County Sizes (Total A, B, C and D)
 - Retail Masters vs. Non Masters *
 - Chain vs. Independent *



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Nielsen Convenience Database (Cont'd.)

- Brands
 - Product Movement
 - Packing
 - Grouping
 - Brand Family
 - Manufacturer
 - Segments and Total Category
- Promotion and Pricing
 - Selected Groups
 - Brand Family
 - Manufacturer
 - Price Tier Segments
 - Industry



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Nielsen Convenience Database (Cont'd.)

- Measures
 - Standard Audit Measures
 - Units Sold
 - Inventories
 - Days Supply
 - Any Packing and Brand Weighted
 - Distribution
 - Out-of-Stocks



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Nielsen Convenience Database (Cont'd.)

- Measures
- Promotion and Pricing Measures
- Distribution
- Inventory
- Units Sold
- Pack and Carton Price
- % of Volume on Deal
- % Inventory on Deal
- Available by Promotion Break



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Nielsen Convenience Database

- Promotion Breaks
 - Total Deal
 - Free Product
 - Incentives
 - Money off
 - Buy Down Pack and Carton
 - IRC Pack and Carton
 - Signage Pack and Carton
 - Refund
 - Sweepstakes
 - Mail-In



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